



PRIMESTART[™] MILK REPLACER

TARGETED TECHNOLOGIES DESIGNED TO SUPPORT DAIRY-BEEF CROSS CALVES

As producers and cattle feeders, you know raising dairy-beef cross calves over pure dairy-breed calves provides an opportunity to maximize profit potential and deliver a high-quality, consistent product to the beef supply chain. That's why cross calves need a milk replacer that is specifically formulated for their nutritional needs.

FORMULATED TO MEET THE SPECIFIC NEEDS OF CROSSBRED CALVES

The first technology and nutrition package formulated specifically for dairy-beef cross calves.

PrimeStart[™] Milk Replacer is the solution for getting your dairy-beef cross calves off to the best start with a formulation designed specifically to meet their unique needs. The PrimeStart[™] Program provides more effective and consistent dairy-beef cross calves to help you optimize their value in the marketplace and drive profitability on your operation.

Purina[®] PrimeStart[™] Milk Replacer supports feed efficiency to provide you with consistent and resilient cross calves, helping them reach their peak performance.

PRIMESTART[™] FEATURES AND BENEFITS

01

A STRONG NUTRITIONAL FOUNDATION.

PrimeStart[™] Milk Replacer provides cross calves with a strong nutritional foundation that can help reduce animal size variability and give you the best opportunity.

02

BETTER START, BETTER FINISH.

Calves fed the PrimeStart[™] program were more blocky, heavier muscled and more muscular topped compared to commercial.

03

RESEARCH BACKED.

PrimeStart[™] Milk Replacer was developed based on numerous feeding trials with hundreds of dairy-beef cross calves, resulting in a formulation specifically designed to provide the best for your cross animals.

PRIMESTART™ MILK REPLACER

RESEARCH:

CMR FEEDING RATE/WEANING	1.2-7 WEEKS	1.5-7 WEEKS	1.8-7 WEEKS	1.8-8 WEEKS	2.5-7 WEEKS	SEM	P-VALUE
7 or 8 weeks							
Overall body weight gain, lb.	58.1	69.1	76.2	109.7	99.2	1.90	< 0.01
Overall ADG, lb./d	1.19	1.41	1.57	1.96	2.03	0.04	< 0.01

*Based on 12-week overall ADG. Milk replacers fed within milk feed rates varied in protein, fat and technologies across studies CT-02-20, CT-09-20, CT-13-20, CT-02-21, CT-04-21, CT-08-21 CT-11-21, CT-16-21.

FEEDING CONSIDERATIONS:



Mix at 13.7% solids and feed 3 quarts twice daily or 2 quarts three times daily after colostrum feedings.*



Always provide fresh, clean water beginning on day 2.



For optimal results, offer 21% free-choice textured starter feed with Purina® PrimeStart™ Mixer Pellet beginning on day 3.

*Mix 0.9 lb. powder in water to make 3 quarts or mix 0.6 lb. powder in water to make 2 quarts.



**LET'S TALK ABOUT YOUR DAIRY-BEEF
CROSS NUTRITION PROGRAM TODAY.**

Contact your Purina team member today by calling 844-787-4622 or visit purinamills.com.



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